

FACT SHEET — CORPORATE BACKGROUND

- Blue Cross and Blue Shield of Florida (BCBSF) is the state's largest and oldest health insurer. It was created from a merging of two organizations — the Florida Hospital Service Corporation and the Florida Medical Services Corporation.
 - ⇒ The Florida Hospital Service Corporation (created in 1944) became Blue Cross of Florida in 1951.
 - ⇒ The Florida Medical Services Corporation (created in 1946) became Blue Shield of Florida in 1951.
 - ⇒ Blue Cross of Florida and Blue Shield of Florida consolidated to form a single corporation in July 1980.
- On October 1, 1982, BCBSF changed its legal classification as a not-for-profit hospital and medical/surgical service plan to that of an independent mutual insurance company. As such, BCBSF is subject to taxes and regulation by the Department of Insurance just like other insurers operating in Florida.
- About 2 million Floridians are insured by BCBSF, either as members of a group or as individuals. BCBSF offers its customers a range of health care options including health maintenance organizations (HMOs), preferred provider organizations (PPOs) and traditional fee-for-service plans.
- BCBSF has the largest PPO independent enrollment in Florida with almost 18 percent of the market.
- BCBSF has the largest commercial HMO enrollment in Florida and is the second largest in overall enrollment in the state. BCBSF's HMO — Health Options, Inc. — is the sixth fastest growing and sixth largest HMO in the country [*Managed Healthcare* 12/95]. Since mid-1994, Health Options has had the highest number of new enrollees in the country [*Managed Care Outlook* 11/95].
- Health Options has earned full accreditation from the National Committee for Quality Assurance (NCQA), an independent, non-profit organization that accredits managed health care plans. This demonstrates that Health Options performs well when measured against NCQA's national standards for quality and emphasizes our commitment to provide customers with the highest quality health care.
- BCBSF is one of the largest contractors in the country for Medicare and for the Federal Employees Health Benefits Program (FEHBP).
- BCBSF is the fifth largest private employer in Jacksonville [*Jacksonville Business Journal* 10/20/95], employing nearly 5,200 people. Statewide, the company provides jobs for nearly 6,300 people.
- BCBSF has a strong senior management team with solid management abilities as well as a wealth of insurance and financial services experience. Executive Staff is comprised of the Chairman and CEO, President and COO, and seven senior vice presidents. Senior staff includes five regional vice presidents who are responsible for marketing and servicing products in their geographic regions.
- BCBSF is a member of the Blue Cross and Blue Shield Association (BCBSA), an association of independent Blue Cross and Blue Shield plans.

FACT SHEET — CORPORATE BACKGROUND

- Blue Cross and Blue Shield of Florida (BCBSF) is the state's largest and oldest health insurer. It was created from a merging of two organizations — the Florida Hospital Service Corporation and the Florida Medical Services Corporation.
 - ⇒ The Florida Hospital Service Corporation (created in 1944) became Blue Cross of Florida in 1951.
 - ⇒ The Florida Medical Services Corporation (created in 1946) became Blue Shield of Florida in 1951.
 - ⇒ Blue Cross of Florida and Blue Shield of Florida consolidated to form a single corporation in July 1980.
- On October 1, 1982, BCBSF changed its legal classification as a not-for-profit hospital and medical/surgical service plan to that of an independent mutual insurance company. As such, BCBSF is subject to taxes and regulation by the Department of Insurance just like other insurers operating in Florida.
- About 2 million Floridians are insured by BCBSF, either as members of a group or as individuals. BCBSF offers its customers a range of health care options including health maintenance organizations (HMOs), preferred provider organizations (PPOs) and traditional fee-for-service plans.
- BCBSF has the largest PPO independent enrollment in Florida with almost 18 percent of the market.
- BCBSF has the largest commercial HMO enrollment in Florida and is the second largest in overall enrollment in the state. BCBSF's HMO — Health Options, Inc. — is the sixth fastest growing and sixth largest HMO in the country [*Managed Healthcare* 12/95]. Since mid-1994, Health Options has had the highest number of new enrollees in the country [*Managed Care Outlook* 11/95].
- Health Options has earned full accreditation from the National Committee for Quality Assurance (NCQA), an independent, non-profit organization that accredits managed health care plans. This demonstrates that Health Options performs well when measured against NCQA's national standards for quality and emphasizes our commitment to provide customers with the highest quality health care.
- BCBSF is one of the largest contractors in the country for Medicare and for the Federal Employees Health Benefits Program (FEHBP).
- BCBSF is the fifth largest private employer in Jacksonville [*Jacksonville Business Journal* 10/20/95], employing nearly 5,200 people. Statewide, the company provides jobs for nearly 6,300 people.
- BCBSF has a strong senior management team with solid management abilities as well as a wealth of insurance and financial services experience. Executive Staff is comprised of the Chairman and CEO, President and COO, and seven senior vice presidents. Senior staff includes five regional vice presidents who are responsible for marketing and servicing products in their geographic regions.
- BCBSF is a member of the Blue Cross and Blue Shield Association (BCBSA), an association of independent Blue Cross and Blue Shield plans.